



# HANOK VILLAGE BIBIMBAP – EXPORT PRODUCT LINE

100% PLANT-BASED | 50-YEAR HERITAGE PASSED DOWN THROUGH TWO GENERATIONS |

PLANT-BASED SOY-PROTEIN GOCHUJANG | HANOK VILLAGE BIBIMBAP | PREMIUM NAMUL SET (6 TYPES)



60 Domestic Stores



IQF Frozen Bibimbap



Plant-Based Gochujang



Premium Namul Set (6 Types)



OEM Available



FDA Approved

## HANOK VILLAGE IQF FROZEN BIBIMBAP

- **IQF frozen bibimbap** made with domestically sourced Korean rice
- Freezing Technology: Individually Quick Frozen (IQF) to maintain rice texture and moisture balance after reheating
- Ingredients: Formulated with six types of seasoned namul and plant-based soy-protein gochujang, **using the same ingredient specifications applied in our domestic restaurants**
- Preparation: Microwave-ready, approximately 3 minutes for standardized preparation in overseas markets
- Shelf Life: 18 months (Frozen) / Net Weight: 320 g (11.3 oz)



## PLANT-BASED SOY-PROTEIN GOCHUJANG

- **100% Plant-Based Protein:** Vegan formulation excluding all animal-derived ingredients, aligned with health and ethical consumption standards
- Traditional Flavor and Texture: **Developed based on 50 years of production expertise** to deliver a consistent umami profile and meat-like texture characteristics
- Global Distribution Optimization: Designed to maintain fermentation stability and product quality during long-distance transportation and export conditions
- Global Certification Compatibility: Adaptable to international market requirements, including vegan and halal standards, subject to local certification and regulatory approval
- Shelf Life: 12 months (Chilled) / Net Weight: 2,000 g (2 kg)



## PREMIUM NAMUL SET (6 TYPES)

- **Core Korean Vegetable Set (6 Types):** Shiitake mushroom, seasoned radish strips, carrot strips, spinach, bracken fern, and bellflower root, **balanced for nutrition, color, and presentation**
- Raw Material Quality Preservation: Rapid freezing minimizes moisture loss and maintains crisp texture after thawing
- **Ready-to-Use:** Fully pre-processed and seasoned, suitable for immediate use after thawing, supporting labor efficiency in commercial kitchens
- Data-Based Quality Control: Standardized cutting specifications and quantified blending ratios ensure consistent quality across overseas production and distribution
- Shelf Life: 18 months (Frozen) / Net Weight: 500 g / Consolidated Shipping Available



Official Website : [www.jbbbb.co.kr](http://www.jbbbb.co.kr) / [www.비빔밥.kr](http://www.비빔밥.kr)  
Business Inquiries : [bibimbap@jbbbb.co.kr](mailto:bibimbap@jbbbb.co.kr)



FROZEN LINE PLANT-BASED



# Korean Village Plant-Based Soybean Meat Gochujang



The Ultimate Trend: 'Heritage'.  
50 Years of Proven, Unrivaled Gourmet Quality.



## 50 Years of Taste:

Pungnyeon's half-century of dedication, perfecting the 'Golden Ratio' of umami with 50 years of accumulated flavor expertise.



## Artisan's Secret:

Master craftsmanship that removes the raw bean aroma and delivers a deep, complex flavor comparable to meat.



## Essence of Bean:

Reimagining the 'beef of the field' as a modern gourmet experience, rich in pure nutrition and taste.



## Future Legacy:

Beyond tradition—setting a new standard for sustainable dining that prioritizes both wellness and the environment.



## Globally Certified:

Uncompromising, internationally recognized quality control that ensures elevated safety and trust.

Infusing traditional flavor with plant-based wellness.

Not a trend, but 'Heritage'. This is the promise of Pungnyeon's 50-year soybean-based gochujang.

Official Website: [www.jjbbb.co.kr](http://www.jjbbb.co.kr) / [www.bibimbap.kr](http://www.bibimbap.kr)  
Export & Partnership Inquiry: [bibimbap@jjbbb.co.kr](mailto:bibimbap@jjbbb.co.kr)  
Product Spec: 2,000g, 1box \* 5ea [1 Pallet : 40 Boxes]  
Shelf Life: 12 months from date of manufacture



PLANT-BASED



(Traditional Korean village)

# HANOK MAEUL NAMUL

Authentic Korean Seasoned Vegetables



## Hanok Maeul Namul POINTS

- ✓ **Uncompromising Freshness** - Using cutting-edge quick-freezing technology, we preserve the freshness, natural texture, vibrant colors, and essential nutrients, delivering farm-to-table freshness.
- ✓ **Harvest-Fresh Quality** - Vegetables are harvested at peak condition, immediately processed and frozen without artificial preservatives, maintaining their natural taste and nutrients. Even after thawing, they retain the fresh flavor of vegetables.
- ✓ **Strict Quality & Safety Standards** - Certified by FDA & HACCP, we strictly adhere to the highest standards of quality, food safety, and global export requirements.
- ✓ **Premium Ingredients & Traditional Flavor** - Carefully Selected vegetables are seasoned and stir-fried using precise methods to retain deep flavors and authentic textures, making them perfect for bibimbap and various Korean dishes.
- ✓ **Optimized for Global Distribution** - Available in both bulk and small packages, ensuring fresh and consistent quality for restaurants, catering services, and international markets.

## Export & Packaging Information

- Shelf life: 12 months (frozen)
- Packaging: ①17.6oz(500g) ②35.3(1kg) per pack
- Certifications: Approved by FDA and HACCP
- Target markets: Supermarkets, health-conscious consumers, vegetarians.
- How to use : Natural defrosting or refrigerated defrosting

## Hanok Maeul Namul



Stir-Fried Bracken  
고사리



Seasoned Radish Salad  
무생채



Stir-Fried Spinach  
시금치



Stir-Fried Bellflower Root  
도라지



Stir-Fried Shiitake Mushroom  
표고버섯



Stir-Fried Julienned Carrot  
당근채

## How to Use Hanok Maeul Namul

- ✓ **Seamlessly Blends with Global Cuisine**  
Hanok Maeul Namul naturally enhances various international dishes, preserving their original flavors while adding an extra umami boost.
- ✓ **Healthy & Wellness-Oriented Ingredient**  
A perfect fit for vegans and vegetarians, offering a light yet nutrient-rich option made with fresh vegetables and namul.
- ✓ **Convenient & Easy to Use**  
Pre-prepped and pre-cooked, our namul saves time, making it ideal for busy lifestyles. Simply thaw and use immediately, making it a practical choice for restaurants, catering businesses, and home kitchens.



Bibimbap (비빔밥)

- Various vegetables such as spinach, carrot salad, shiitake mushrooms, and bellflower root are added to complete Korea's representative bibimbap dish with a perfect nutritional balance as a vegetarian-oriented healthy food!
- After completing bibimbap with vegetables on top of rice, you can supplement protein, fat and fiber by adding raw eggs, fried eggs, nuts, sesame oil and olive oil together.



Kimbap (김밥)

- A perfect example of a well-balanced Korean dish, made by combining julienned carrots, spinach, egg omelet, pickled radish, imitation crab, burdock root, cucumber, and other ingredients in harmony!
- Enjoy with sesame oil or olive oil to enhance the umami flavor of the namul.



A side dish of vegetables  
(나물반찬)

- If you defrost the seasoned spinach, bellflower root, shiitake mushrooms, bracken, carrot, and radish, you can enjoy them right away with your meal.
- It's a very convenient product that you don't have to trim, wash, stir-fry, or season herbs one by one.



[Website] [www.jjbbb.co.kr](http://www.jjbbb.co.kr)  
[www.비빔밥.kr](http://www.비빔밥.kr)

[Direct Line] [bibimbap@jjbbb.co.kr](mailto:bibimbap@jjbbb.co.kr)

**For bulk orders, private labeling  
and distribution partnerships,  
contact us today!**



<https://link.inpock.co.kr/bibimbap>



# HANOK MAEUL BIBIMBAP

100% VEGAN | 50 YEARS OF TRADITION | PLANT-BASED SOY PROTEIN GOCHUJANG  
| READY IN 3 MINUTES | PREMIUM CONVENIENCE MEAL



60 Domestic Stores



100% Korean Rice



Plant Gochujang



Ready in 3 Min



OEM, Private Label



FDA Approved

## 01 HERITAGE & TRUST

### • Second Generation, 50-Year Jeonju Recipe

- Long-proven cooking methods ensure consistent and reliable taste.
- Unified flavor and quality across 60 stores nationwide.
- Allows customers to enjoy the same authentic taste and experience at home as in-store.

## 02 DIFFERENTIATION

### • Plant-Based Soy Protein Gochujang

- **0 Trans Fat · 0 Cholesterol:** Traditional 50-year Jeonju Gochujang.
- Quick preparation, yet deep satisfaction.
- **Ready in just 3 minutes** in the microwave, offering a convenient yet wholesome meal.

## 03 ESG-BASED SUSTAINABILITY

### • Plant-Based Protein for Sustainable Value

- Reduces carbon footprint while addressing health, environmental, and ethical needs
- Broad social inclusivity: Appeals to vegetarian, flexitarian, and wellness-conscious consumers.

## 04 GLOBAL COMPATIBILITY

- Market Validation: **FDA approval in the U.S. completed; Canadian export sample testing underway.**
- **Global Expansion:** Signed MOUs with Hanmi Business Partner (U.S.) and OKTA Vancouver (Canada); Philadelphia ASSI Market Food Court opening planned.

- Shelf Life: 18 months (Frozen)
- Net Weight: 320g (11.3oz)
- Bulk Orders / OEM: Available (Private Label customization possible for buyers)
- Distribution Channels: Online platforms, hypermarkets, global retail chains (e.g., Costco, Walmart), Korean ethnic markets, convenience stores, and more



Official Website: [www.jjbbb.co.kr](http://www.jjbbb.co.kr) / [www.비빔밥.com](http://www.비빔밥.com)  
Proposals & Partnership Inquiries: [bibimbap@jjbbb.co.kr](mailto:bibimbap@jjbbb.co.kr)



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